

MPG 1280.8

BASELINE

EFFECTIVE DATE: August 13, 2001

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# **MARSHALL PROCEDURES AND GUIDELINES**

**DA01**

## **CUSTOMER SATISFACTION**

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### DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Révision	Effective Date	Description
Baseline		8/13/01	New document to address customer satisfaction in accordance with ISO 9001:2000.

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## PREFACE

### P.1 PURPOSE

This Marshall Procedures and Guidelines (MPG) document defines the Marshall Space Flight Center (MSFC) customer satisfaction process that ensures the continuing suitability, adequacy, and effectiveness of satisfying the Center's customer requirements. To the extent possible, it leverages existing MSFC processes and tools for collecting customer feedback and reporting MSFC's customers' satisfaction. It also provides the process for senior management to set and monitor critical, top-level customer satisfaction objectives.

### P.2 APPLICABILITY

This MPG applies to gathering and processing customer satisfaction feedback from both internal and external customers.

### P.3 AUTHORITY

MPD 1280.1, "Marshall Management Manual"

### P.4 APPLICABLE DOCUMENTS

- a. MPG 1280.4, "MSFC Corrective Action System"
- b. MWI 1280.2, "MSFC Customer Feedback System"
- c. MPG 1000.1, "Center Strategic Planning Process"
- d. MPG 1130.1, "MSFC Implementation Planning Process"
- e. MPG 1130.2, "MSFC Annual Report Process"
- f. MPG 1280.9, "Continual Improvement"
- g. NPG 1441.1, "NASA Records Retention Schedules (NRRS)"

### P.5 REFERENCES

None

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## P.6 CANCELLATION

None

Original Signed by  
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Director

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## DOCUMENT CONTENT

### 1. DEFINITIONS

1.1 Customer. Any recipient of an MSFC-supplied product or service. Customers include: Public/Taxpayers, NASA Headquarters and other NASA Centers, other Government agencies, contractors, academia, small business, community, private industry, news media, and internal MSFC Directorates/Offices.

1.2 Customer Feedback. An MSFC customer's communication (e.g., complaint, observation, or compliment) regarding delivered MSFC products and services, as documented on MSFC Form 4306, "Marshall Space Flight Center Customer Feedback," or another tool that meets the intent of this MPG.

1.3 Customer Satisfaction. Customer's perception of the degree to which the customer's requirements have been fulfilled.

1.4 Product. The result of activities or processes, which is delivered to the customer.

1.5 Product/Service Provider. The lead entity responsible for the product/service with direct interface with the customer.

1.6 Service. The results generated by activities at the interface between the supplier and the customer and by supplier internal activities to meet customer needs.

### 2. RESPONSIBILITIES

2.1 Center Director. Responsible for defining Center-level customer satisfaction objectives and monitoring critical customer satisfaction metrics.

2.2 Associate Center Director. In conjunction with the Center Director, defines MSFC's customer satisfaction objectives, selects metrics for monitoring and reporting, and reports results to the Marshall Quality Council (MQC).

2.3 Directorate/Office Management. Establishes organizational objectives/metrics and selects the directorate/office Organization Customer Feedback Coordinator. Takes steps to respond, as necessary, to customer feedback regarding their areas of responsibility.

2.4 MSFC Customer Satisfaction Coordinator. Consolidates the Quality Management System data for reporting to/review by the MQC.

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2.5 Organization Customer Feedback Coordinator. Assembles data and metrics for management. Responsible for modifying tools, as required.

2.6 Product/Service Provider. Solicits customer feedback. Conducts followup with the customer to address their issues and concerns, as appropriate.

### 3. PROCEDURE

<u>Actionee</u>		<u>Action</u>
Center Director/ Associate Center Director	3.1	Define MSFC's customer satisfaction objectives and select metrics for monitoring and reporting.
Directorate/ Office Management	3.2	Define directorate/office objectives that meet the Center's customer satisfaction objectives (reference MPG 1130.1, "MSFC Implementation Planning Process," and MPG 1000.1, "Center Strategic Planning Process").
	3.3	Develop customer satisfaction metrics based upon directorate/office objectives. For assistance in developing metrics, reference MPG 1130.1, "MSFC Implementation Planning Process;" MPG 1130.2, "MSFC Annual Report Process;" and MPG 1000.1, "Center Strategic Planning Process."
	3.4	Identify the customers for the products/services provided. Customers may be identified within a work control system or data base or maintained as a separate list. The provider must be able to differentiate between internal and external customers.
	3.5	Update the customer lists at least annually, and retain.

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3.6 Use current MSFC customer feedback tool (reference MWI 1280.2) or develop appropriate tool(s) to ensure customer satisfaction feedback is documented. Overall customer satisfaction reflects the total relationship with the customer not just satisfaction with the end product. The tools should support an appropriate method for collecting customer feedback. Possible methods are as follows:  
(1) analysis of existing data, (2) direct observation, (3) one-on-one interviews, (4) focus groups, and (5) surveys. (It may be a paper form delivered/supplied with products, online data entry forms, or verbal communication (interview), etc.)

3.6.1 The customer satisfaction feedback should solicit the customer perceptions appropriate for the product or service such as the following:

- Were the customer's requirements met
- What is important to the customer
- Schedule
- Cost
- Safety
- Overall customer satisfaction
- Customer explanation for dissatisfaction, if any
- Technical accuracy, if applicable.

Product/  
Service  
Provider

3.7 Select appropriate customers and solicit their customer feedback.

3.7.1 Document customer feedback using appropriate tool(s).

3.7.2 Any significant negative comments or problems reported by external customers shall be processed in accordance with MWI 1280.2 and screened for input to the corrective action system (reference MPG 1280.4).

3.8 Conduct followup with the customer to address their issues and concerns, as appropriate.



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Directorate/ Office Management/ Project Manager or designee      3.9      Process customer feedback into an appropriate metric format. Consider customer satisfaction metrics that are appropriate for both negative and positive outcomes.

Organization Customer Feedback Coordinator      3.10      Review, consolidate, and provide selected metrics to directorate/office management and subsequently to the MSFC Customer Satisfaction Representative Coordinator.

MSFC Customer Satisfaction Coordinator      3.11      Consolidate all directorate/office customer satisfaction metrics and provide integrated metrics for MQC review.

NOTE: Based on customer satisfaction results, the MQC may adjust the customer satisfaction objectives.

3.12      Input to continual improvement process, as necessary.

#### 4. RECORDS

The directorate/office manager or designee shall retain the customer list(s) for 3 years. After 3 years, the customer lists records may be discarded in accordance with NPG 1441.1, Schedule 1/26.5 (pending approval).

The MSFC product or service provider must retain the customer satisfaction feedback documentation for 3 years from the date it was documented in accordance with NPG 1441.1, Schedule 1/26.5 (pending approval).

The directorate/office customer satisfaction objectives and the reported metrics are maintained in accordance with MPG 1130.1 and MPG 1130.2.

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## 5. FLOW DIAGRAM

